



McKinney, Texas



TEXAS

Spotlight Texas



TEXAS

Population growth



5.3 million

Texas population
growth since 2010.

=



That's equivalent
to adding the
entire population
South Carolina in 10 years.

#1 U-Haul growth state,
three consecutive years



Texas is home to 9 of the 10 fastest growing cities in the nation

| | | |
|----------|-----------|------------|
| Celina | Melissa | Forney |
| Fulshear | Princeton | Manor |
| Royse | Anna | Georgetown |

Source: U.S. Census, U-Haul



30.5 million

2023 Texas population

8.1 million

Dallas-Fort Worth population

152,598

2023 population growth

7.5 million

Houston population

139,789

2023 population growth

2.7 million

San Antonio population

48,071

2023 population growth

2.5 million

Austin population

50,105

2023 population growth

964,405

McAllen-Edinburg population

23,304

2023 population growth

873,331

El Paso population

2,676

2023 population growth

McKINNEY

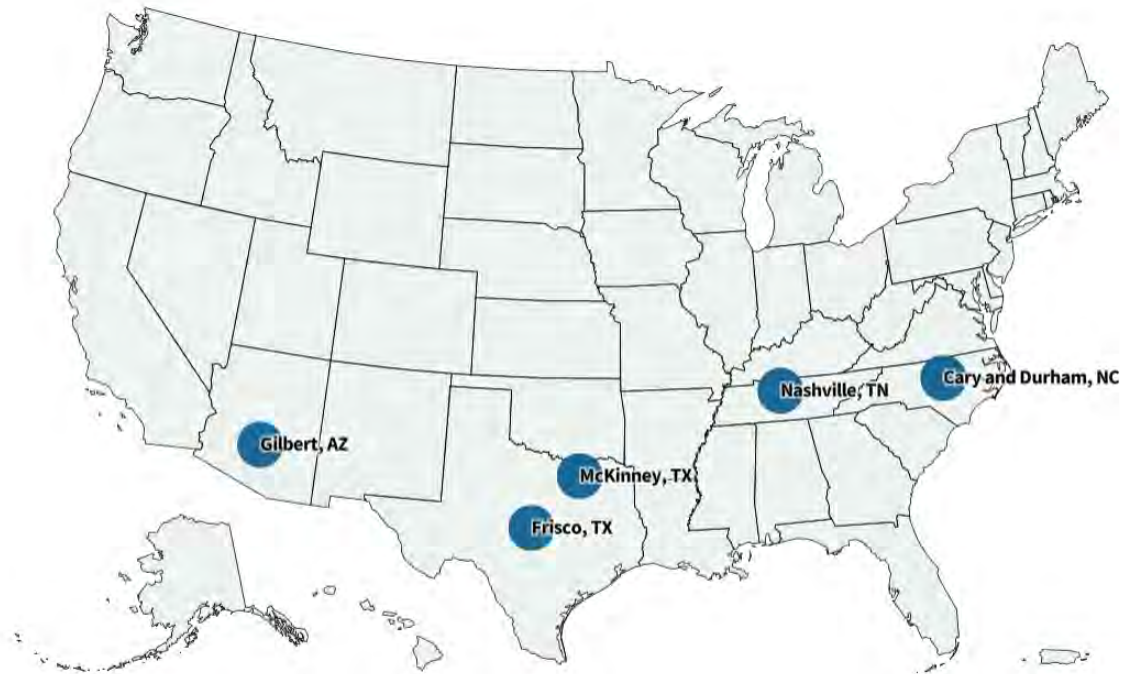
City of McKinney ranked #1 real estate market in the U.S. in 2024, according to Wallethub



McKINNEY

Best real estate markets

1. McKinney, Texas
2. Frisco, Texas
3. Cary, North Carolina
4. Nashville, Tennessee
5. Durham, North Carolina



Seven North Texas Cities Among Safest, Most Affordable In U.S.

McKinney and Frisco ranked in the top 20

Matilda Preisendorf

Jun 18, 2024 11:00 AM



McKINNEY



Top Education

Quality and accessible education for a variety of degrees and professions



Great Place

We offer ideal locations and properties for whatever you need, and have a bustling night life and shopping scene.



Ideal Nature

Our parks, hiking trails, and biking paths are dedicated to creating a strong community.



Safety First

Our city is comfortably safe with our strong protection from our police force.



Median Age
34



Population Growth (1999-2019)
379%



Graduate Degree or Higher
19.9% (146,230)



Total Population
214,810



Workforce (Collin County)
601,539



Bachelor's Degree or Higher
33.6% (246,796)

McKINNEY

1,000+

Raytheon Intelligence & Space
Globe Life
Independent Financial
Encore Wire

300+

Dynacraft, a PACCAR Company
Amazon
LifePath Systems
Simpson StrongTie
Blount Fine Foods
SRS Distribution Inc.

200+

Watson & Chalin
Manufacturing Inc.
Cotiviti
Leon's Texas Cuisine
Service First Mortgage
Waste Connections
United Parcel Services (UPS)
Performance Food Group
TRAXXAS

100+

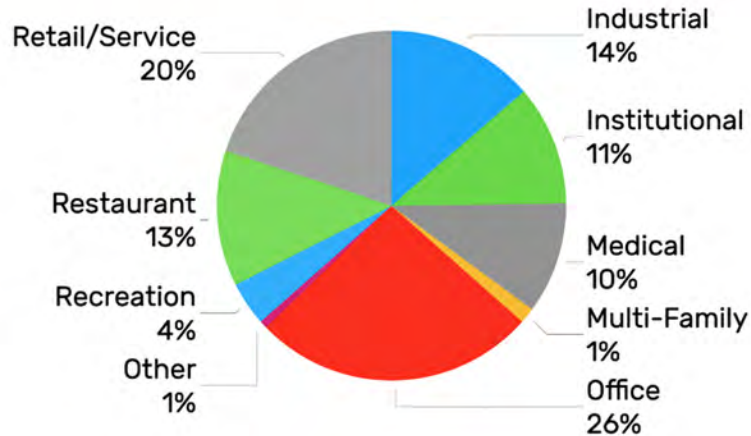
Pogue Construction
Air Conditioning Innovative Solutions
Metro Linen Service
Moss & Associates
Emerson
SRS Distribution
Paradigm Roofing
Harrison, Walker & Harper LLC
Wistron Greentech
Tong Yang Group
Aramark Uniform Services
KVP

50+

Merrill Lynch Wealth
Management
Lone Star Reel
Bill Joplin's Air Conditioning & Heating
Blue Mountain Equipment
Oncor
StatLab Medical Products
Vector Systems
Hisun
Wistron Green Tech
Benjamin Franklin Plumbing
Kimley-Horn & Associates, Inc.
RMinds
Cookies-N-Milk

City of McKinney Development Overview

Commercial Permit Summary



2023 Total Commercial Permits: 421

2023 Construction Value: \$576,953,320

Residential Permit Summary



Single Family Permits

1,852

Multi-Family Permits

17

DEVELOPMENT

plan

DEVELOPMENT SUBMITTALS

Development submittals consist of all new submittals to the Planning and Engineering departments for plats, site plans, zoning cases, Specific Use Permits, and concept plans. Civil plan submittals are associated with the relevant Planning case like a site plan or plat. 2024 saw fewer overall submittals than 2023 but did see a significant rise in annexations and Specific Use Permits. For more information about the different plan types, view our [Development Guide](#).

DEVELOPMENT SUBMITTALS

| | |
|---------------------|---------|
| AMENDING PLAT | 28 |
| ANNEXATION | 8 |
| CONCEPT PLAN | 1 |
| CONVEYANCE PLAT | 22 |
| ETJ RELEASE | 27 (27) |
| FINAL PLAT | 62 (9) |
| MINOR PLAT | 27 |
| PRELIMINARY PLAT | 14 (2) |
| REPLAT | 39 (2) |
| SITE PLAN | 105 |
| SPECIFIC USE PERMIT | 19 |
| ZONING | 50 |

TOTAL 402*
*ETJ Cases (40) Included

161

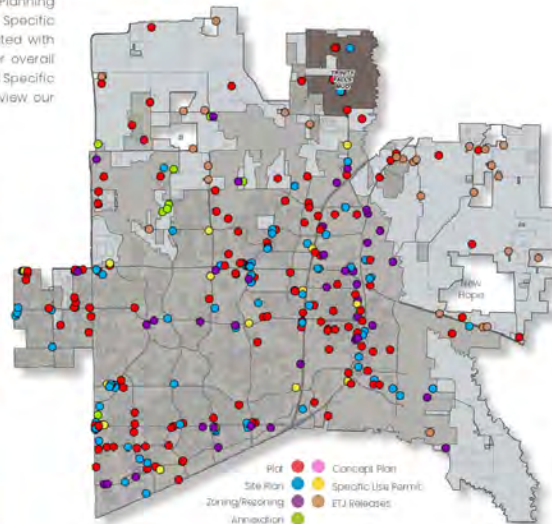
DEVELOPMENT
PERMITS
(CIVIL PLANS)
SUBMITTED

216

PRE-DEVELOPMENT
MEETINGS (PDMs)
HELD

24%

INCREASE IN PDMs
HELD FROM 2023



DEVELOPMENT

RESIDENTIAL PERMITS

Residential permits include single family development and multi-family projects. In 2024, there were 2,310 single family permits issued, being valued at a total of \$722,367,350. Both of these figures are record annual totals. Trinity Falls accounted for 380 of the new single family permits. There were 8 multi-family permits issued, valued at a total of approximately \$207 million. Combined single and multi-family permits will add 3,910 new housing units to McKinney.

MULTI-FAMILY PERMITS

| | | |
|---|-----------------------------|--------------|
| 1 | Milhaus Multifamily | \$60,000,000 |
| 2 | Fairfield at McKinney | \$42,000,000 |
| 3 | Greens of McKinney | \$39,367,350 |
| 4 | Aura 2Twenty | \$35,000,000 |
| 5 | Florence of McKinney - PH 1 | \$16,000,000 |
| 6 | Florence of McKinney - PH 2 | \$15,000,000 |

25%

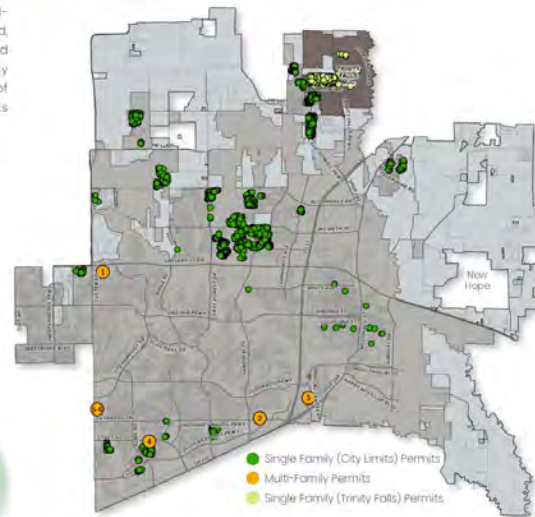
INCREASE IN SINGLE
FAMILY SUBMITTALS
FROM 2023

\$312.6k

AVERAGE VALUE OF
NEW SINGLE FAMILY
HOMES IN 2024

24%

INCREASE IN TOTAL
SINGLE FAMILY
PERMIT VALUE
FROM 2023



DEVELOPMENT

build

NON-RESIDENTIAL PERMITS

A total of 78 non-residential permits were issued in 2024 with a valuation of \$485,352,139. The largest permit by value was for the Collin County Justice Center's Phase 2 Adult Detention Facility renovation, valued at \$95,000,000. This year also saw significant development along Highway 380 and a number of large institutional projects. Individual projects tended to have a higher valuation in 2024 than in 2023. 2024 also saw more infill projects rather than greenfield projects.

NON-RESIDENTIAL SUBMITTALS BY LAND USE

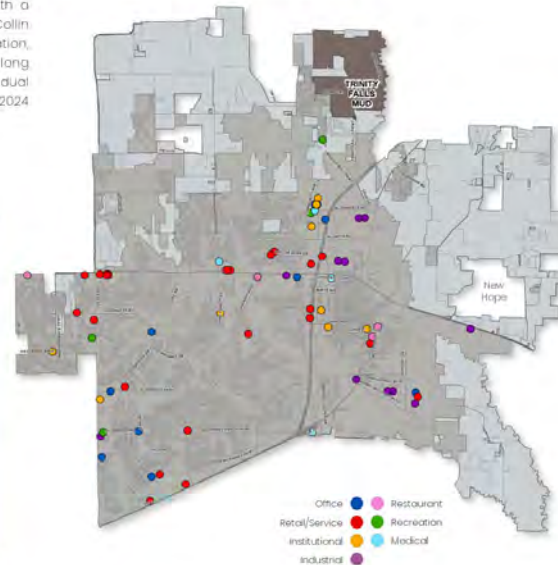
| | | |
|----------------|----|---------------|
| INDUSTRIAL | 11 | \$92,455,245 |
| INSTITUTIONAL | 12 | \$215,310,327 |
| MEDICAL | 4 | \$75,869,833 |
| OFFICE | 14 | \$15,827,982 |
| RECREATION | 4 | \$3,519,795 |
| RESTAURANT | 6 | \$5,010,000 |
| RETAIL/SERVICE | 25 | \$77,358,957 |

61%

INCREASE IN MEDIAN
NON-RESIDENTIAL
PERMIT VALUE FROM
2023

103%

INCREASE IN TOTAL
INSTITUTIONAL
PERMIT VALUE FROM
2023



DEVELOPMENT

build CAPITAL IMPROVEMENTS

In 2024, the City of McKinney had 151 active Capital Improvement Projects with a valuation of \$497,106,949. Capital improvement projects range from street and lighting improvements, water and wastewater maintenance to street improvements. More information on Engineering CIP projects can be found at mckinneytexas.org/projectstatus.

CAPITAL IMPROVEMENT PROJECTS BY TYPE

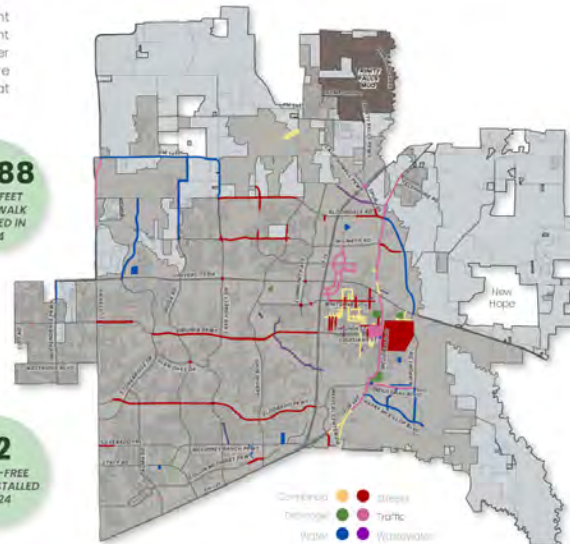
| | PROJECTS | VALUATION |
|------------|----------|---------------|
| COMBINED | 25 | \$158,926,684 |
| DRAINAGE | 14 | \$3,729,359 |
| STREET | 37 | \$147,257,024 |
| TRAFFIC | 19 | \$23,181,180 |
| WATER | 31 | \$110,692,892 |
| WASTEWATER | 25 | \$53,319,810 |

13,188

LINEAR FEET
OF SIDEWALK
INSTALLED IN
2024

112

BARRIER-FREE
RAMPS INSTALLED
IN 2024



CORPORATIONS

COMPANIES THAT CALL MCKINNEY HOME

Raytheon



DYNACRAFT
A **PACCAR** COMPANY



wistron



my+elemedicine



Southwest



LACORE
LOGISTICS



MOSS

INDEPENDENT
FINANCIAL



intelledo



Serendipity Labs

MEDC
McKinney Economic Development Corporation

CORPORATIONS

TOP EMPLOYERS

Raytheon

3,900
HQ


INDEPENDENT
FINANCIAL

1,521
HQ



603
HQ



2,400



1,285



441
HQ



1,848



914



ENCORE WIRE
CORPORATION

1,765
HQ



Baylor Scott & White
MEDICAL CENTER
MCKINNEY

788

DYNACRAFT
A **PACCAR** COMPANY

430



PUBLIC INVESTMENT

A CITY COMMITTED TO IMPROVEMENT AND REINVESTMENT

\$449,500,000 IN BONDS

APPROVED IN MAY 2024

- Street Improvements: \$243 Million
- Parks & Recreation: \$106 Million
- Public Safety Facilities: \$70 Million
- Public Works Facilities: \$30 Million



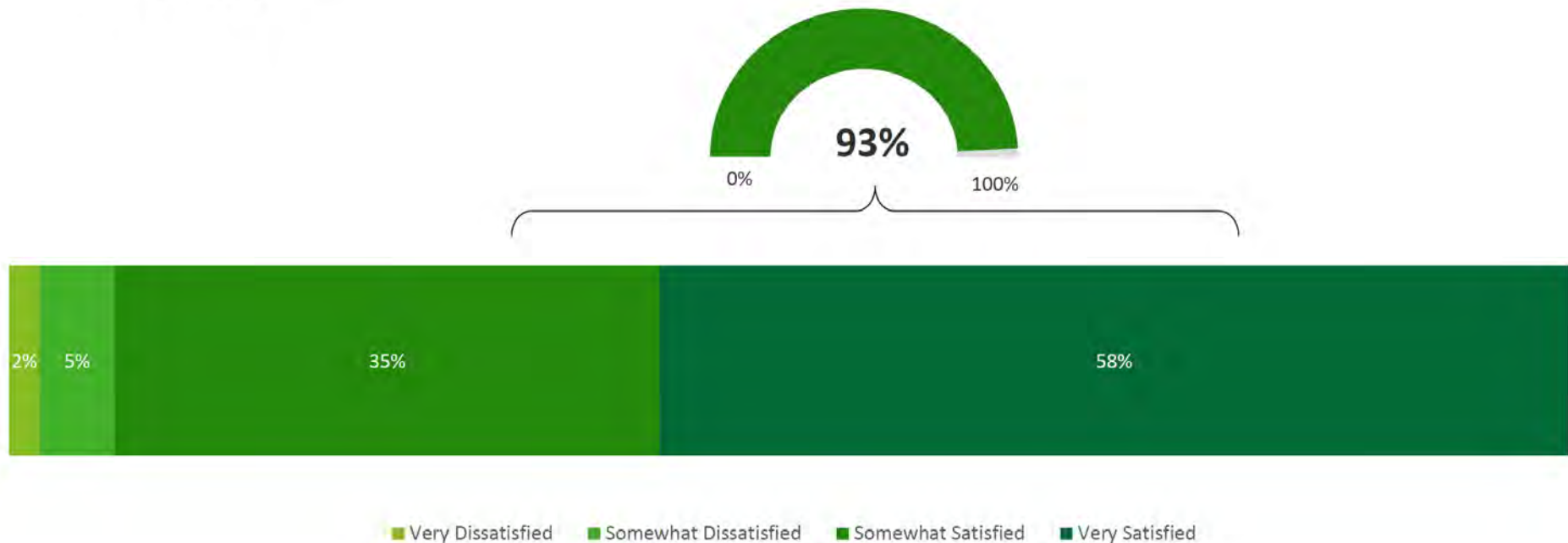
McKINNEY

Key Performance Indicator (KPI)



Overall, how satisfied are you with the City of McKinney as a place to own and operate a business? (n=103)

KPI:



McKINNEY

Community Recommendation



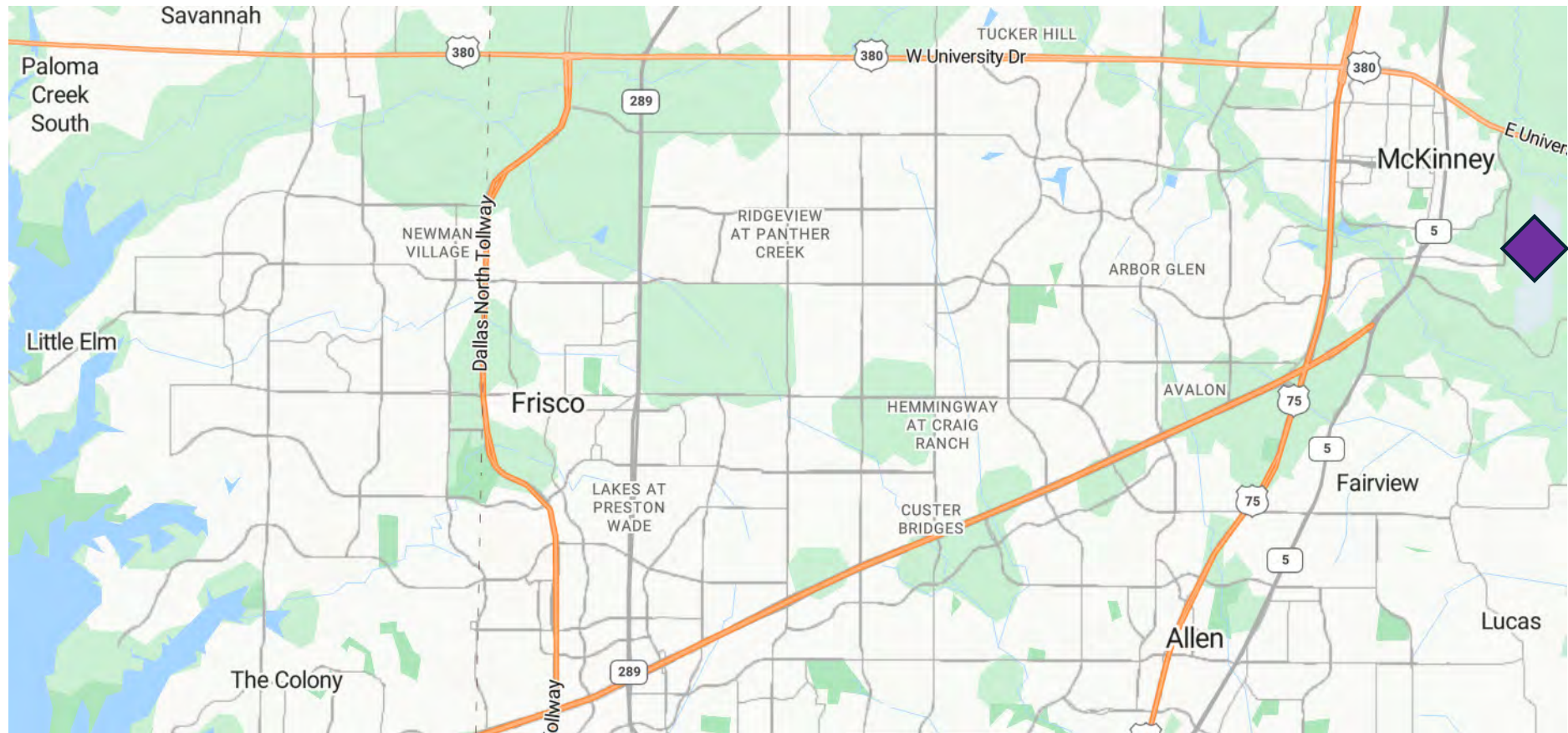
Please rate the level to which you agree or disagree with the following statement: I would recommend the City of McKinney to another business looking to expand or relocate. (n=103)

Top 2 Box: 94%



Strongly disagree Somewhat disagree Somewhat agree Strongly agree

AIRPORT



AIRPORT



AIRPORT

McKinney's Airport Could Have Commercial Flights by 2026

Initial plans project servicing 200,000 passengers in the first year, but the plan is to serve 1 million passengers annually by year five.

By Audrey Henvey | January 8, 2025 | 4:24 pm



AIRPORT

Skip the Drive & Hassle. Fly TKI.

A new passenger terminal for TKI means more opportunity for all who live, work, and visit our community. Departing from TKI will allow travelers to skip the drive and hassle associated with the other two airports in the region, and enjoy more time with family and friends. Dallas-based architect Corgan's designs for TKI's street-level terminal, to be constructed on the east side of the airport, include a modern, efficient, and accessible facility that our community and visitors will be proud to use.

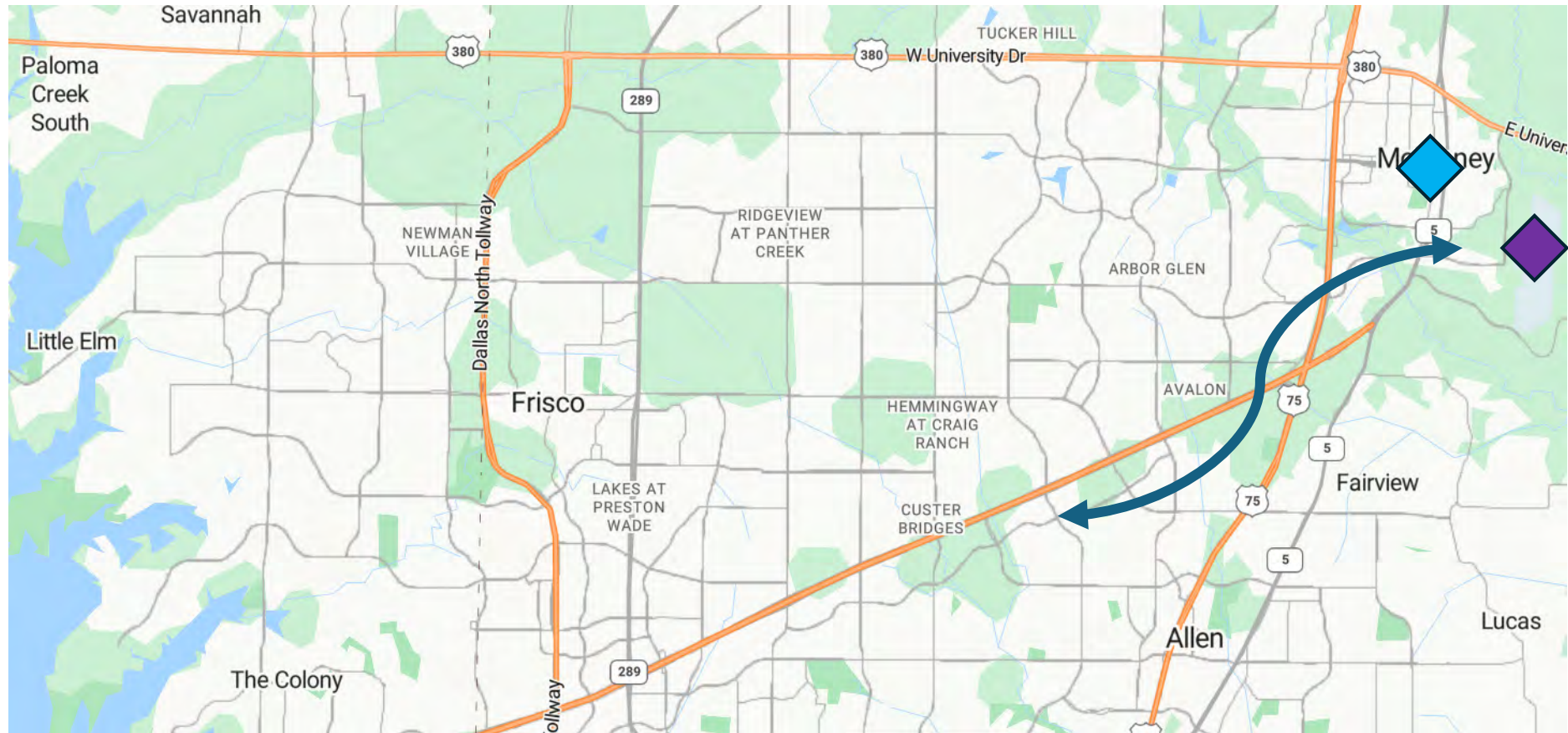


DOWNTOWN



DOWNTOWN

Virginia & Hwy 5



DOWNTOWN



DOWNTOWN



DOWNTOWN



DOWNTOWN



INNOVATION

HOW WE DO IT

Growth

\$50,000 up to \$200,000 To Support
Early-stage Startups

Non-Dilutive Grant

Up to 50% Upfront

50% Performance-based over 3-
year term

Expansion

Up to \$500,000 To Support
Existing Portfolio Companies

Non-Dilutive Grant

More Performance-based

Growth startups can Graduate into
Expansion after 1 year

Recruitment

Up to \$500,000 To Support Later-
stage Scale-ups

Non-Dilutive Grant

More Performance-based

3-year term

INNOVATION

Growth

What startups often need most – We put our money where our mouth is

Economic Development Corporations do not provide grants to early-stage companies. At McKinney, we do. The Growth Fund is a \$50,000 grant, no equity taken, to ignite the growth of our portfolio companies. The grant is dispersed over a 3-year period where you will retain your headquarters in the City of McKinney. Upon completion of the Growth Fund, you may be eligible to graduate to the Expansion program.



\$50,000 Grant

No equity taken from the startup



3-Year Headquarters

Startup to physically HQ in McKinney for 3 years



ROI = Jobs Created

We win when your business grows and hires local!



INNOVATION

PLUGANDPLAY

PLUGANDPLAY MCKINNEY

The ultimate innovation
platform.

pnptc.com/mckinney



INNOVATION



INNOVATION

OUR PARTNERS



McKinney Chamber

We cover the first year of your Chamber of Commerce membership, an \$825 value. The Chamber of Commerce hosts 150 events per year and can help to connect an incoming founder to the community.



SCORE Dallas

SCORE Dallas has provided free mentorship services for over 50 years, as one of the oldest chapters of the nationwide SCORE Mentorship network.



Startup Science

Free early-stage education platform filled with videos, AI tools such as MarketSizer, and courses that allow you to interactively build your pitch. Created by 12-exit founder Greg Shephard and used by Harvard Entrepreneurship Center.



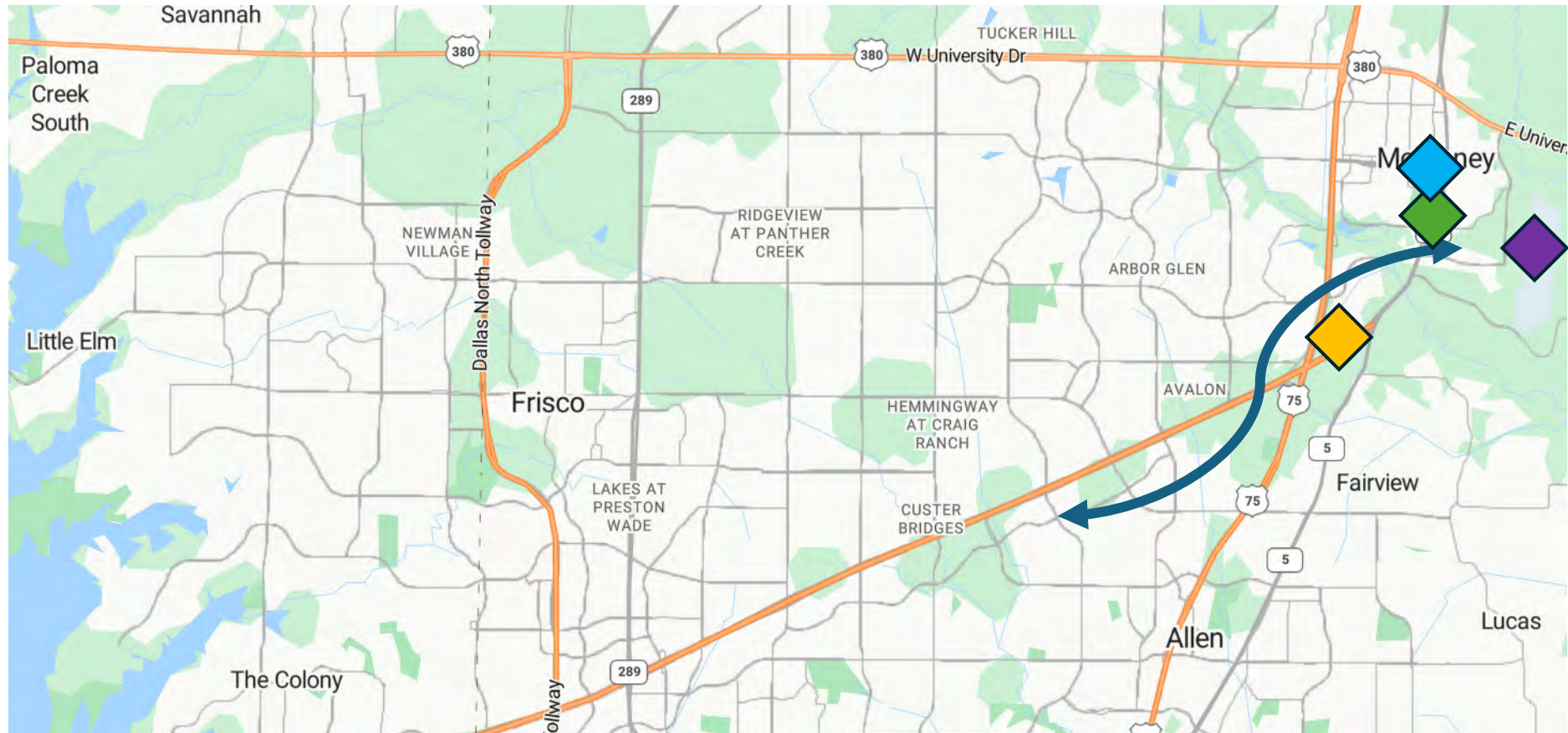
Syndication Partners

We syndicate deals with local investment organizations to bridge fundraising gaps.

Most notably:
North Texas Angel Network
EAGLE Venture Fund
Plug and Play VC

SUNSET AMPHITHEATER

121 & 75



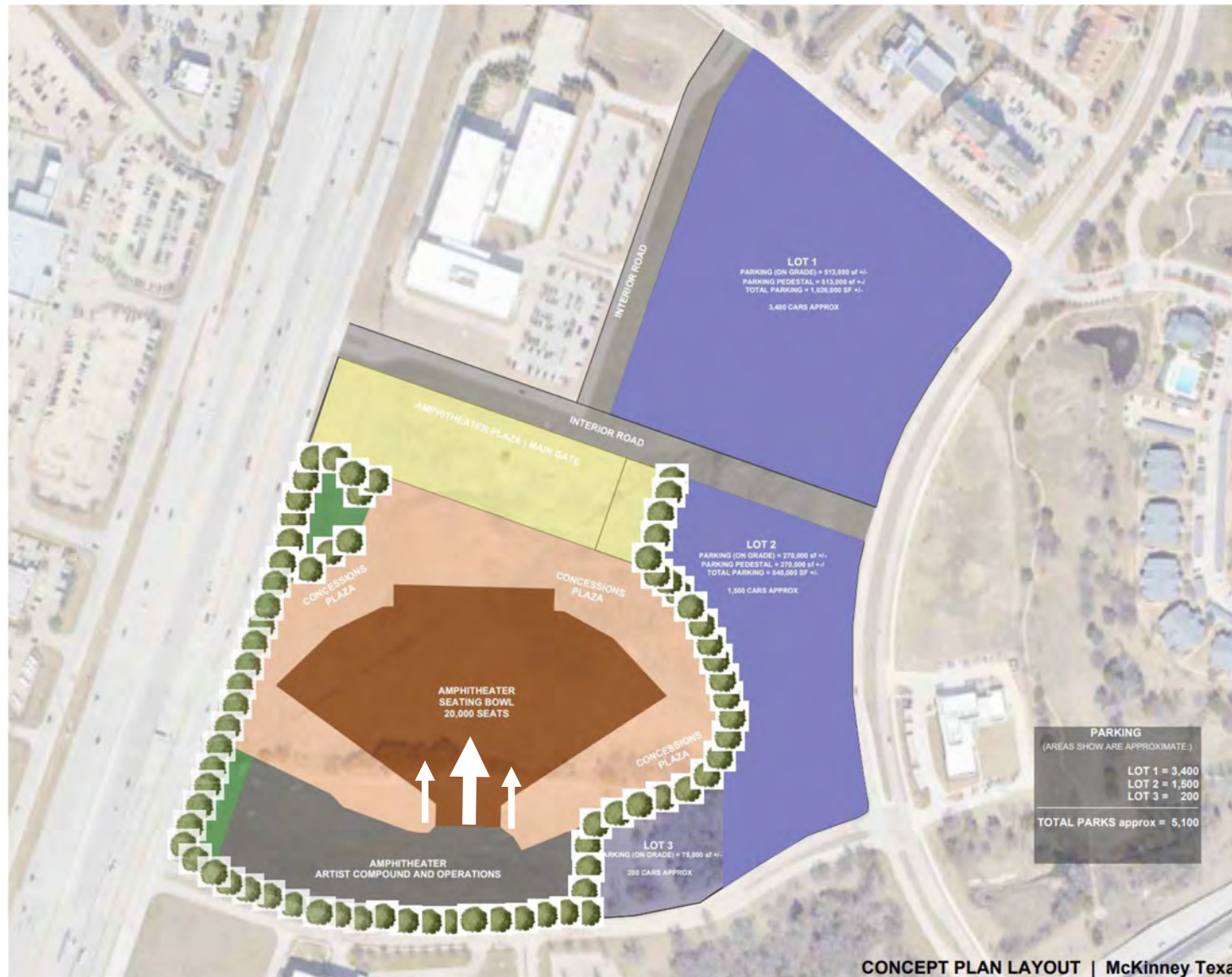
SUNSET AMPHITHEATER



SUNSET AMPHITHEATER



SUNSET AMPHITHEATER



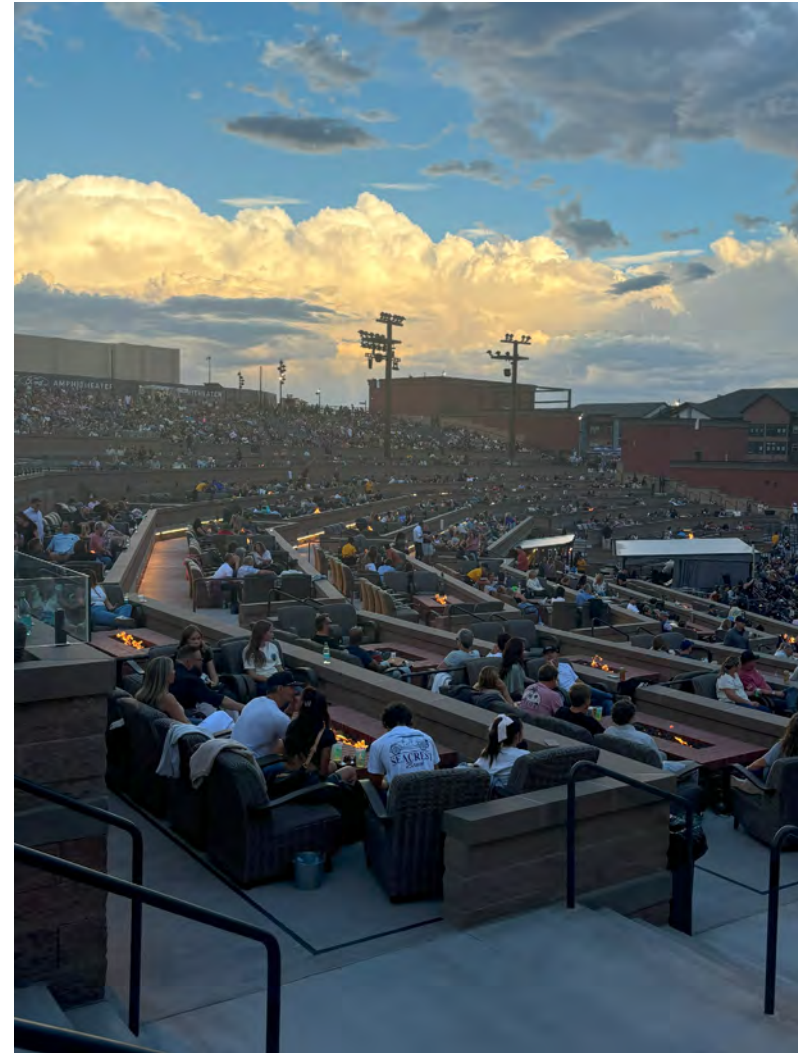
NOTE: ALL AREAS AND CALCULATIONS ARE APPROXIMATE AND COULD BE SUBJECT TO ADJUSTMENT ONCE FINAL SURVEYS AND PLATS ARE RECEIVED. | 1"=80'-0"

SUNSET AMPHITHEATER



SUNSET AMPHITHEATER

COLORADO SPRINGS



SUNSET AMPHITHEATER

COLORADO SPRINGS



SUNSET AMPHITHEATER



www.noteslive.vip

10-SEAT FIRE PIT SUITE

ONE TIME PAYMENT OF \$800,000

- 10 tickets to all live music events.
- Pro rata project depreciation.
- VIP parking pass.

8-SEAT FIRE PIT SUITE

ONE TIME PAYMENT OF \$650,000

6-SEAT FIRE PIT SUITE

ONE TIME PAYMENT OF \$475,000

4-SEAT FIRE PIT SUITE

ONE TIME PAYMENT OF \$295,000

SUNSET AMPHITHEATER

DETAILS



\$220 M

INVESTMENT IN
MCKINNEY

677

JOB

45+
SHOWS
700,000+

PARTICIPANTS

75% Outside of Collin County

SUNSET AMPHITHEATER

DETAILS



\$98 M

PROJECTED ANNUAL
SALES

\$49 M

VISITOR SPENDING
\$75 Daily Spend

54,675

HOTEL NIGHTS (County)
1,675 Existing Rooms

SUNSET AMPHITHEATER

WHY?

RETURN ON INVESTMENT

ECONOMIC IMPACT

CATAPULTS THE MCKINNEY BRAND

COMMUNITY IDENTIFIER

BRING PEOPLE TOGETHER

PART OF OUR STORY



A Venn diagram consisting of two overlapping circles. The left circle is outlined in green and contains the text '\$281 M'. The right circle is outlined in blue and contains the text '\$6 B'. The two circles overlap in the center.

\$281 M

ANNUAL

\$6 B

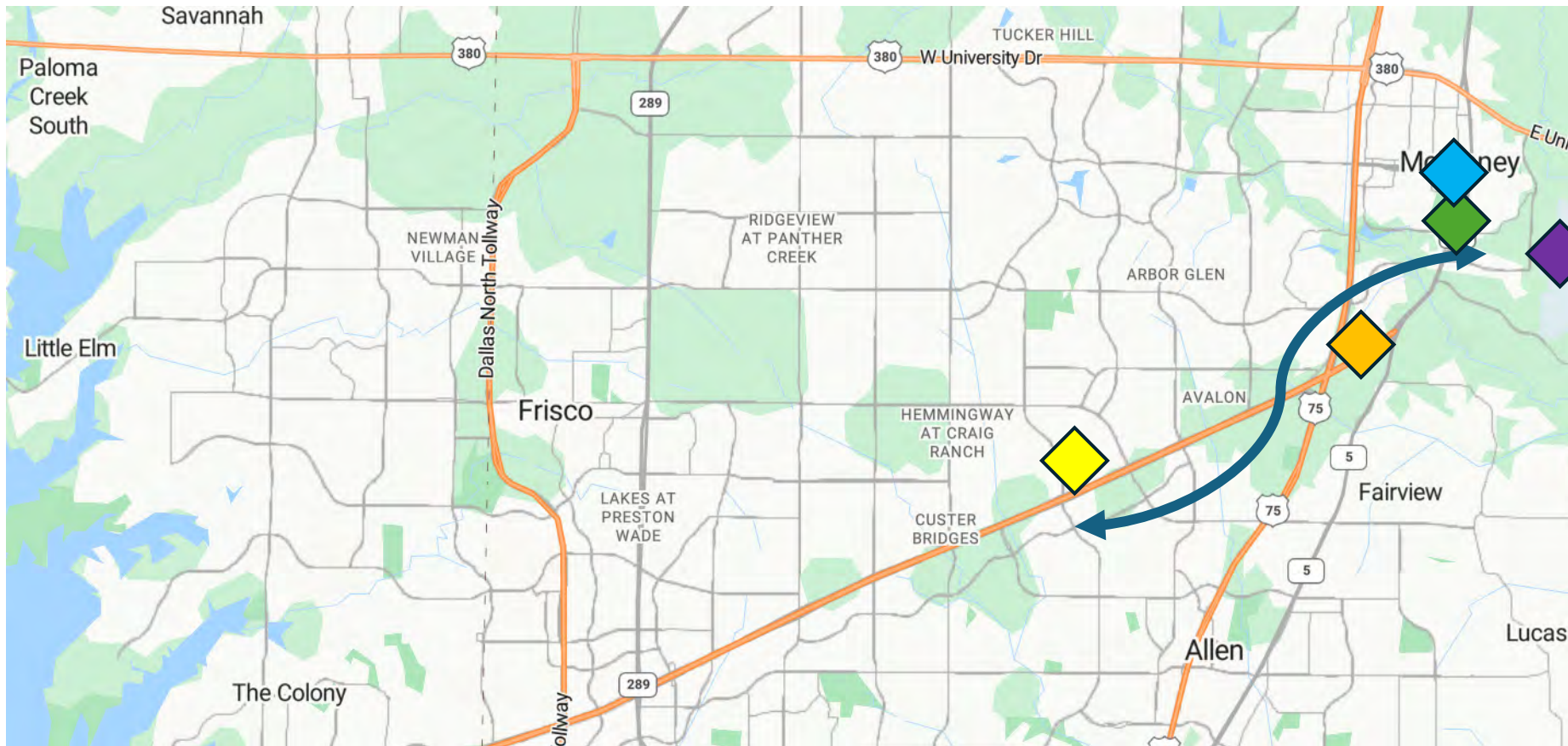
OVER 20 YEARS

DISTRICT 121



DISTRICT 121

ALMA & 121



DISTRICT 121

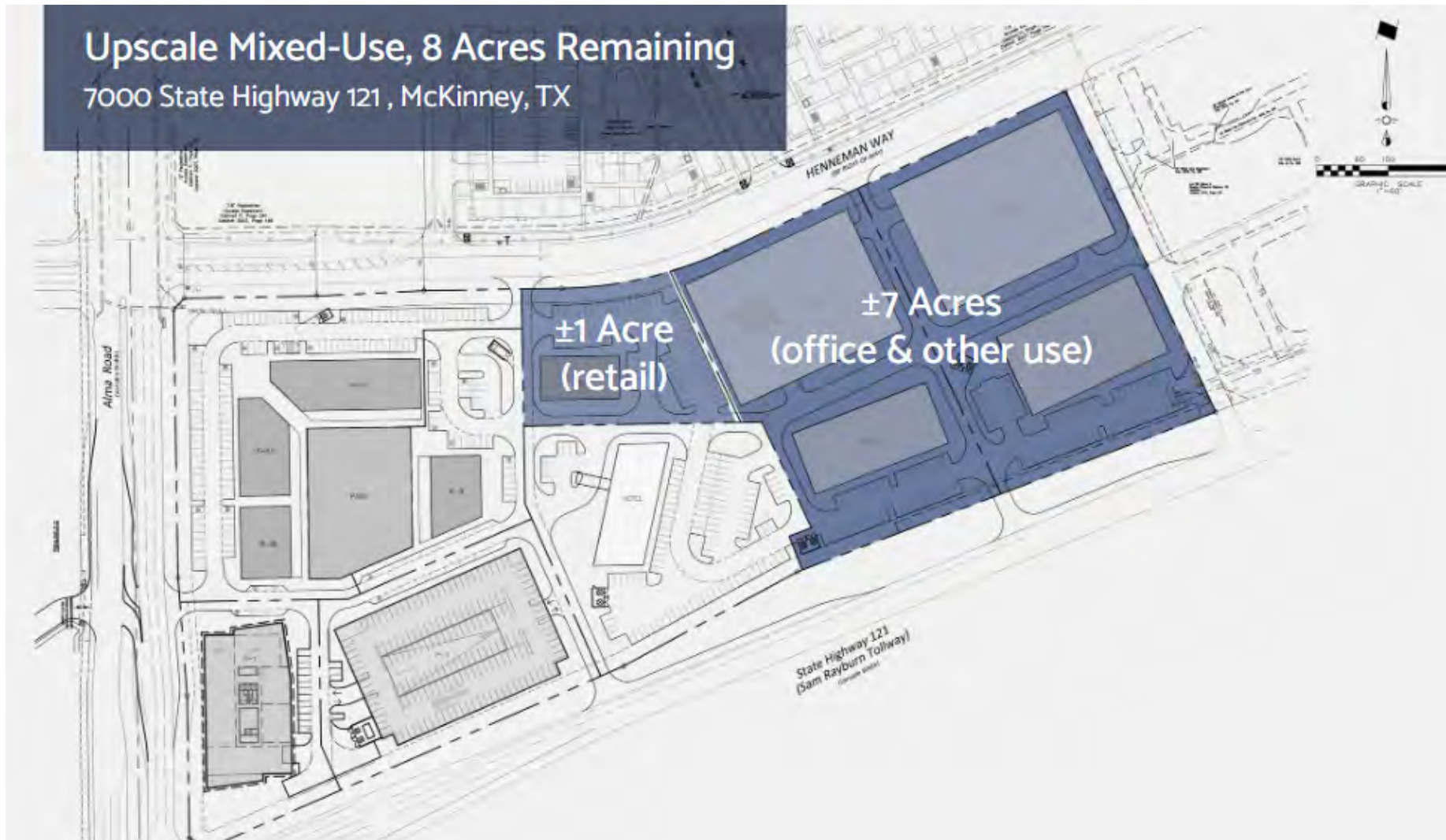


DISTRICT 121



DISTRICT 121

Upscale Mixed-Use, 8 Acres Remaining
7000 State Highway 121, McKinney, TX



CANNON BEACH



1st

Surf Resort & Adventure Park in DFW

Cannon Beach

**4 Acre Surf Lagoon & Beach
Resort Hotel, Office, Entertainment**

CANNON BEACH



1st

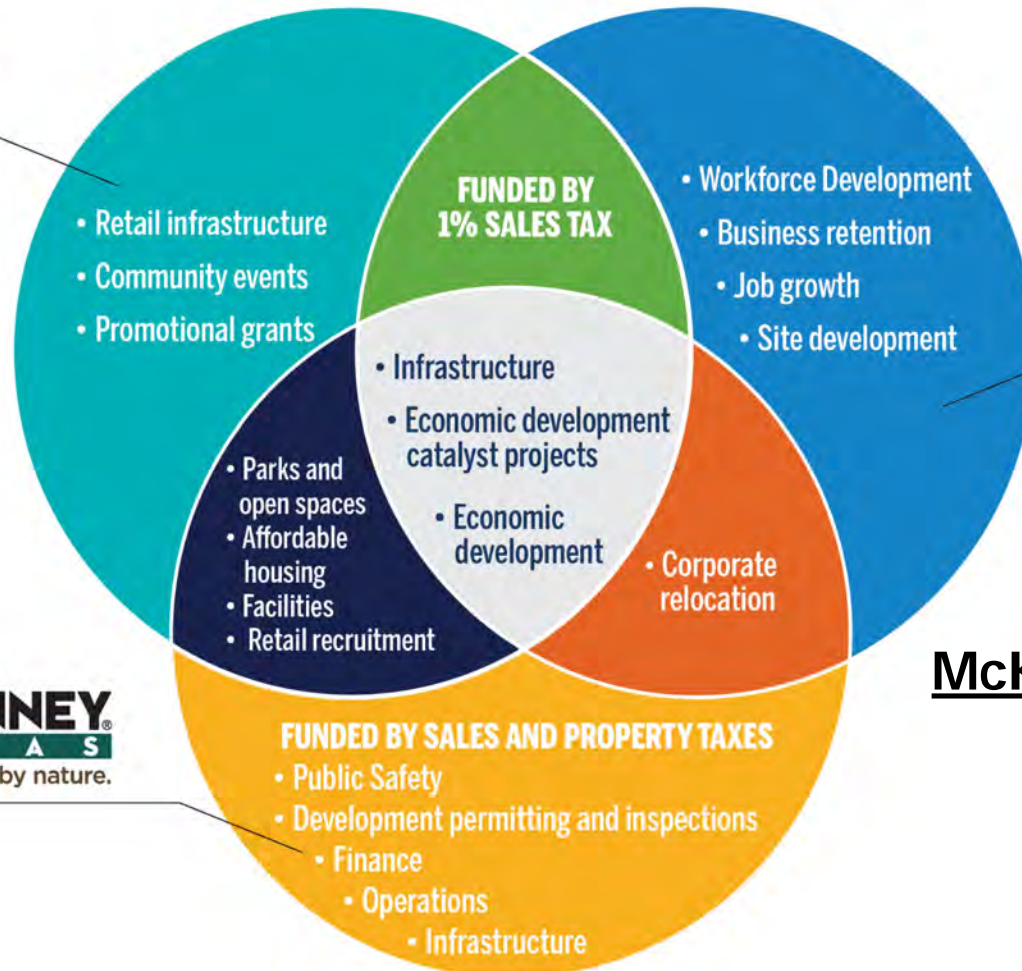
Surf Resort & Adventure Park in DFW

Cannon Beach

**4 Acre Surf Lagoon & Beach
Resort Hotel, Office, Entertainment**

COOPERATION

Sales Tax Uses



McKinney Sales Tax

| | |
|------|------|
| 1.0% | City |
| 0.5% | MEDC |
| 0.5% | MCDC |

MEDC/MCDC – \$25 million



INCENTIVES

McKinney Economic Development Corporation

INCENTIVES

ECONOMIC INCENTIVES

The City of McKinney and the State of Texas both offer a wide array of business incentives for expanding and relocating businesses.



CITY OF MCKINNEY INCENTIVES

- Direct Financial Incentives
- Capital Investment Incentives
- Chapter 380 Rebates
- Job Creation Incentives
- Infrastructure Assistance
- 5G Technology Infrastructure Assistance
- Select Enterprise Zone
- Triple Freeport "Inventory" Tax Exemptions
- Permitting and Inspection Assistance

**Based on and subject to approval.*



STATE & FEDERAL INCENTIVES

- Texas Enterprise Fund (TEF)
- Skills Development Fund
- Workforce Solutions Greater Dallas (WSGD)
- Job Tax Credits
- Work Opportunity Tax Credit (WOTC)
- State Enterprise Zone (EZ)
- Foreign Trade Zones (FTZ)
- Freeport Exemptions



THE TEXAS ADVANTAGE

- No personal income tax
- No corporate income tax
- Texas corporate franchise (margins) tax is among the lowest in the country at 2% or below
- Texas is a right-to-work state; both Texas and McKinney are largely non-union
- Texas has one of America's most equitable legal system after multiple rounds of TORT reform to protect corporations against frivolous lawsuits
- Texas has one of America's most business-friendly regulatory atmospheres

INCENTIVES

STATE OF TEXAS

Texas Enterprise Fund



The largest “deal-closing” fund of its kind in the nation. It is used as a performance-based financial incentive tool for projects that offer significant projected job creation and capital investment and where a single Texas site is competing with another viable out-of-state option.



Enterprise Zone Program

The Texas Enterprise Zone Program is an economic development tool to promote job creation and significant private investment that will assist economically distressed areas of the state.

Skills Development Fund



The Skills Development Fund is an innovative program created to assist Texas public community and technical colleges finance customized job training for their local businesses. Grants are provided to help companies and labor unions form partnerships with local community colleges and technical schools to provide custom job training. The average training cost is \$1,800 per trainee; however, the benefit may vary depending on the proposal.



Triple Freeport Inventory Tax Exemption

The Triple Freeport Inventory Tax Exemption provides for a freeport exemption applying to goods, wares, ores, and merchandise other than oil, gas, and petroleum products (defined as liquid and gaseous materials immediately derived from refining petroleum or natural gas) and to aircraft or repair parts used by a certificated air carrier. The freeport goods qualify if they leave Texas within 175 days from the date they are brought into or acquired in the state.



LOVE MCKINNEY





EDUCATION

McKinney Economic Development Corporation

EDUCATION

COLLIN COLLEGE

The McKinney Campus prides itself in being the home of the college's nationally recognized Health Sciences and Nursing programs housed in the state-of-the-art health care training facility, the Cary A. Israel Health Sciences Center.

Collin College Technical Campus is a comprehensive campus offering students multiple paths to success in high-demand, high-wage career fields including automotive, construction, health care, information technology and manufacturing.



Raytheon Intelligence & Space launched a new Registered Apprenticeship program in partnership with the U.S. Department of Labor and Collin College to allow enrolled students to earn industry credentials, on-the-job work experience, and mentorship.

126 academic programs

11 physical campuses and iCollin, an online campus

56,000+ credit and continuing education students annually

EDUCATION

UNIVERSITY OF TEXAS AT DALLAS

- #1 best value public school in Texas (Forbes)
- 400+ campus organizations
- 145+ academic programs
- 100+ countries represented
- UTD Capstone Program:
 - 250+ capstone projects each year
 - 10 national 1st place awards

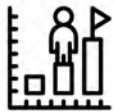


QUALITY OF LIFE



| Site Selection Factors | | 2022 | 2021 |
|------------------------|-------------------------------|------|------------|
| Ranking | | | |
| 1. | Labor costs | 89.1 | 96.4 (1)** |
| ★ 2. | Quality-of-life | 87.1 | 82.1 (11T) |
| 3. | Availability of skilled labor | 85.8 | 94.9 (2) |
| 4. | Energy availability | 82.3 | 94.7 (3) |
| 5. | Construction costs | 81.2 | 82.1 (11T) |
| 6. | ICT/broadband | 80.7 | 36.8 (26) |
| 7. | Corporate tax rate | 79.7 | 87.7 (7) |
| 8. | Energy costs | 79.4 | N/A |
| 9. | Environmental regulations | 79.0 | 82.5 (9) |
| 10. | Available land | 78.1 | 62.5 (19) |
| 11. | Highway accessibility | 77.8 | 93.1 (5) |
| 12. | Proximity to major markets | 74.6 | 77.2 (14) |
| ★ 13T. | State and local incentives | 73.0 | 84.5 (8) |
| 13T. | Tax exemptions | 73.0 | 82.4 (10) |

QUALITY OF LIFE



ECONOMICS

| | | | |
|----------------------------|-----------|-------------------------|--------|
| Median Household Income | \$120,273 | Unemployment Rate | 3.2% |
| Median Family Income | \$133,319 | Poverty Rate | 6.1% |
| Per Capita Income | \$53,008 | Avg Commute (Minutes) | 27 |
| Avg Assessed Home Value | \$489,242 | Work from Home | 24.23% |
| Median Home Value | \$439,500 | High School or Higher % | 95% |
| Median Monthly Owner Costs | \$2,690 | Bach Degree or Higher % | 52.6% |
| Labor Force Participation | 71.3% | Graduate Degree | 18.4% |

QUALITY OF LIFE

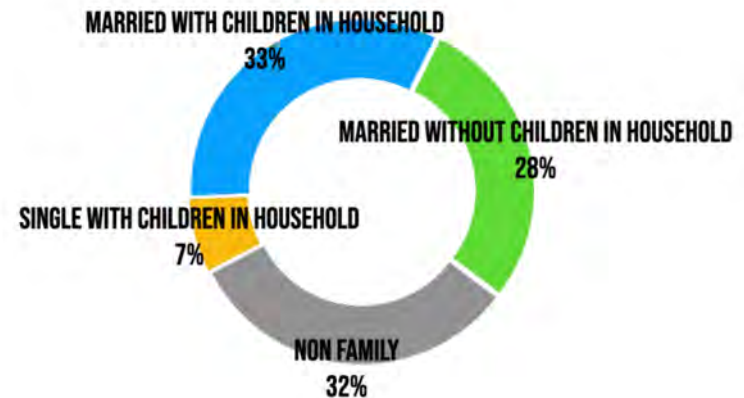


HOUSING AND FAMILY

HOUSEHOLDS OCCUPANCY

| | |
|---------------------|--------|
| Total Households | 70,787 |
| Total Housing Units | 72,876 |
| Single Family Units | 76% |
| Multi-Unit | 23% |
| Other | 1% |
| Vacancy | 4,510 |
| Occupied | 68,366 |
| Owner Occupied | 67% |
| Renter Occupied | 33% |

FAMILY TYPES



QUALITY OF LIFE



QUALITY OF LIFE



**MELISSA
SCHOOLS**



Allen ISD
Where Eagles Soar



2025 Best School Districts in McKinney

The 2025 Best School Districts ranking is based on rigorous analysis of key statistics and millions of reviews from students and parents using data from the U.S. Department of Education. Ranking factors include state test scores, college readiness, graduation rates, teacher quality, public school district ratings, and more. SAT/ACT scores have been removed from this year's rankings to reflect a general de-emphasis on test scores in the college admissions process. [Read more on how this ranking was calculated.](#)

| School District | Texas Education Agency Rating (2025) | NICHE Best School Districts in Texas (2025) |
|-----------------|--------------------------------------|---|
| McKinney ISD | B | #46 |
| Allen ISD | B | #6 |
| Frisco ISD | A | #12 |
| Lovejoy ISD | A | #8 |
| Melissa ISD | A | #33 |
| Prosper ISD | A | #24 |

QUALITY OF LIFE



QUALITY OF LIFE



QUALITY OF LIFE

ENGAGE

Engagement & Brand Management



TEXAS Economic
Development
Corporation

APRIL
5 & 7

**MEN'S FINAL FOUR
BASKETBALL**
San Antonio, TX
Signature Event

MAY
1-4

**THE CJ CUP-BYRON
NELSON**
McKinney, TX
Signature Event

MAY
2-3

KENTUCKY DERBY
Louisville, KY
Signature Event

QUALITY OF LIFE

ONE McKINNEY 2040 comprehensive plan

PLAN FOUNDATION

The foundation of the overall policy direction for the ONE McKinney 2040 Comprehensive Plan is built upon two important components:

[VISION STATEMENT]
[A SET OF GUIDING PRINCIPLES]

The vision statement describes the future that is desired by the McKinney community in terms of its physical, social and economic conditions. It was developed by stakeholders and represents the goals and aspirations envisioned by the community.

The guiding principles provide overall guidance across all plan components and explain the most important general principles that should be followed in order to achieve the vision described in the plan. Guiding principles apply at both the citywide and district level, and also shape more detailed strategies that apply to each element of the plan, such as mobility or community design.

These two components serve as the foundation and provide the framework for the major elements of the plan, which include the preferred scenario, master thoroughfare plan, land use diagrams, and the investment and implementation strategies. The principles and policies found in each of the plan's elements should help the city achieve the vision and should be consistent with the guiding principles.

VISION STATEMENT

We are **ONE McKinney** - a united community that supports the **DIVERSITY** of its economy and people. We celebrate our natural & cultural **ASSETS** & invite private developments that create **PLACES** of lasting value. Smart public & private **INVESTMENTS** ensure that McKinney remains a top choice for people to live, work, play & visit through 2040 & beyond.

ONE | **COMMUNITY
VISION**

McKINNEY 2040

A

ATTRACT

G

GROW

I

INNOVATE

L

LEAD

E

ENGAGE

MEDC'S Strategic Pillars

ATTRACT

Business Attraction & Development

- **Target High-Impact Industries:** Focus on attracting corporate headquarters, family-entertainment venues, hotel & convention space, and mixed-use developments.
- **Leverage McKinney's Quality-of-Place:** Promote McKinney's parks & recreation and open spaces and position our unique assets like the airport and historic downtown as regional and national differentiators.
- **Strategic Land Use and Development:** Prioritize the development and utilization of MEDC-owned land, including master planning, infrastructure readiness, and new property acquisition.

GROW

Business Retention & Expansion

- **Strengthen Business Retention and Expansion (BRE) Programs:** Conduct regular site visits with existing businesses and provide tailored support through incentives, training programs, and resource connections.
- **Promote Workforce Development:** Collaborate with state agencies and regional educational institutions to provide workforce training support to help businesses upscale jobs and remain competitive.
- **Diversify McKinney's Tax Base:** Aim for a 3-to-1 commercial to residential tax base ratio by pursuing strategic developments that contribute to long-term financial sustainability.

INNOVATE

Innovation & Entrepreneurship

- **Expand and Update the Innovation Fund:** Increase the availability, allocation amount, and visibility of the Innovation Fund to support startups, driving McKinney's brand as a start-up hub and AI Center of Excellence.
- **Develop Incubator and Coworking Spaces:** Create spaces and programs to attract and nurture young companies and tech startups, including incubators and coworking spaces that support innovation.
- **Leverage Plug & Play and Startup Ecosystem:** Utilize partnerships like Plug & Play to enhance McKinney's innovation ecosystem and identify startups from across the country and around the globe to locate in McKinney.

LEAD

Leadership & Operational Excellence

- **Align Governance with Strategic Objectives:** Regularize performance reviews and KPI check-ins that align with MEDC's strategic goals, focusing on metrics that measure real outcomes rather than effort.
- **Strengthen Collaboration with the City Council:** Improve coordination and alignment between the MEDC and City Council by holding joint planning sessions and ensuring strategic vision consistency.
- **Optimize Internal Structures and Processes:** Refine governance structures, such as subcommittees, and enhance communication channels to ensure streamlined decision-making and execution.

ENGAGE

Engagement & Brand Management

- **Enhance Community Communication and Branding:** Launch campaigns to better inform residents and stakeholders about MEDC's activities, focusing on successes and clarifying the organization's value proposition.
- **Community and Business Forums:** Participate in and organize events that engage both residents and businesses, providing platforms for dialogue, networking, and collaboration.
- **Promote Digital Outreach and Content Creation:** Expand digital presence through platforms like YouTube, newsletters, and social media, targeting both internal and external audiences to build awareness and support.

ENGAGE

Engagement & Brand Management



Internal Matrix

Strategic Pillar

Desired Outcome

Key Outcome Indicator

Strategic Objectives

Plug and Play Partnership

Key Actions

| | ATTRACT | GROW | INNOVATE | LEAD | ENGAGE |
|---------------------------|---|---|---|---|---|
| | Business Attraction & Development | Business Retention & Expansion | Innovation & Entrepreneurship | Leadership & Operational Excellence | Engagement & Brand Management |
| Strategic Pillar | Promote sustainable growth that supports McKinney's quality of life by attracting high wage, skill investment/development opportunities to achieve a vibrant and diversified economy that provides a mixture of local employment options. | Foster high-value relationships with new and existing business to understand their unique needs and be a trusted resource for incentives, development assistance, business-to-business connections, and employee training programs with area employers. | Capitalize on McKinney's reputation as an emerging entrepreneurial tech start-up ecosystem, robust technology infrastructure capabilities, and innovative employee, advisor, and investor network to support the growth of home grown and new emerging industry disruption entities.* | Utilize a transparent governance structure that provides responsive policy decisions and operational programs in alignment with McKinney's strategic priorities that maximize the organization's strengths and innovative approaches in the delivery of superior community economic development services. | Promote the value of the MEDC and its services to encourage business growth and development opportunities that contribute to McKinney's overall quality of life development services. |
| Desired Outcome | A diversified economy with a mixture of local employment options, increased job creation, real estate opportunities, and tax growth. | Strengthened competitiveness and growth opportunities in McKinney, with businesses retaining and creating jobs and contributing to real estate and tax growth. | A robust entrepreneurship infrastructure and innovative ecosystem that attracts venture capital and supports start-ups and tech companies. | Maximized organizational strengths and innovative approaches in delivering superior community economic development services. | Increased awareness and understanding of MEDC's role and successes among residents and external markets. |
| Key Outcome Indicator | Job creation numbers Real estate development metrics Tax revenue growth Number of corporate headquarters Number of mixed-use developments | Job retention and creation numbers Real estate and tax growth metrics Number of businesses supported and retained | Number of start-ups and tech companies attracted Amount of venture capital invested Success of innovation programs and pilot projects | Performance metrics based on outcomes rather than efforts Alignment of goals and priorities Improved communication and data analysis | Increase in public awareness and engagement metrics Number of successful status provided Increased presence at events |
| Strategic Objectives | Target High Impact Industries Leverage McKinney's Quality of Place Strategic Land Use and Development | Strengthen Business Retention and Expansion (BRE) Programs Promote Workforce Development Diversify McKinney's Tax Base | Expand and Update the Innovation Fund Develop Incubator and Coworking Spaces Leverage Plug & Play and Startup Ecosystem | Align Governance with Strategic Objectives Strengthen Collaboration with the City Council Optimize Internal Structures and Processes | Enhance Community Communication and Branding Participate in and Host Community and Business Forums Promote Digital Outreach and Content Creation |
| Plug and Play Partnership | Promote Plug and Play ecosystem Create a relocation pipeline | Identify corporate partners from existing businesses | Feed Innovation Fund businesses into the Plug and Play ecosystem | Create and monitor private investments into companies | Cross-promote events and training opportunities |
| Key Actions | Identify 100+ acres to purchase | Create an Employer Resources Guide | Update Innovation Fund Parameters | Incentive/Project Scorecard | Update Logo and Associated Branding |
| | Finalize Lake Forest/121 | Workforce Development Plan | | | |
| | Hotel & Convention Center | | | | |
| | | | | | |
| | Master plan the area around the McKinney Stratton Hotel | | | | |
| | Review and prepare a report on Infrastructure Readiness | | | | |
| | 10 Update Incentive Structure (Downtown office development) | | | | |
| | Complete an Inflow/Outflow of Jobs Study | | | | |
| | | | | | |
| | Approve 20,000+ SF of Coworking/Incubator Space | | | | |

OUR COMMUNITY



[City of McKinney](#)

McKinney is a city of 226,000 people just 30 minutes north of Dallas. Established in 1848, the city has transformed from a bedroom community and a great place to raise your family to an innovative business hub where startups and corporates come to thrive.



[Visit McKinney](#)

Visit McKinney strives to bring visitors to the community to generate economic impact by promoting and developing McKinney as a destination for business and leisure travelers alike.



[McKinney EDC](#)

The McKinney Economic Development Corporation (MEDC) is a sales tax funded, statutory nonprofit corporation dedicated to economic development. It leads, directs, and coordinates the broad-based expansion of the city's business tax base and promotes sustainable growth, thereby continuously enhancing the quality of life in McKinney.



[McKinney CDC](#)

The McKinney Community Development Corporation is dedicated to honoring our history, celebrating today and planning for the future. While McKinney's population grows at a record pace, our commitment is to be a driving force for premier quality of life in McKinney, which makes our city a unique and special place live, work and visit.



Newsletter

Thank You!